

ANDRÁS FITTLER



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RESEARCH AREA

My research focuses on the intersections of pharmacy, digital health and health communication. I investigate the patient-safety, regulatory and professional aspects of online medicine sales, internet pharmacies and telepharmacy services, with particular attention to access to reliable medicines information. Our publications address the assessment of the quality, comprehensibility and reliability of online health and medication-related information; the quality control of health-related products available online; and the investigation of patients' and consumers' behaviours and attitudes, as well as the risks associated with health misinformation. Together with my colleagues and international collaborators, I also study pharmaceutical applications of generative artificial intelligence, with particular emphasis on the accuracy, safety, practical usefulness and ethical implications of AI-generated responses. The aim of my work as a pharmacist and university educator-researcher is to provide scientific support for patient-centred and safe digital pharmaceutical services, responsible health communication and modern pharmacy education.

TECHNIQUES AVAILABLE IN THE LAB

In our research group, you can learn how to systematically investigate online medicine sales and digital health services; assess the quality of online health content and products; design and analyse questionnaire-based studies; and explore patients' and consumers' attitudes. You can also gain practical experience in literature searching, data processing, scientific writing, and the assessment of the accuracy, safety and ethical implications of health-related responses generated by artificial intelligence.

SELECTED PUBLICATIONS

Fittler, A., Adeniyi, L., Katz, Z., Bella, R. (2021) Effect of Infodemic Regarding the Illegal Sale of Medications on the Internet: Evaluation of Demand and Online Availability of Ivermectin during the COVID-19 Pandemic. **Int J Environ Res Public Health** **18**: 7475.

Fittler, A., Paczolai, P., Ashraf, AR., Pourhashemi, A., Iványi, P. (2022) Prevalence of poisoned Google search results of erectile dysfunction medications redirecting to illegal internet pharmacies. **J Med Internet Res** **24**: e38957.

Fittler, A., Ambrus, T., Serefko, A., Smejkalová, L., Kijewska, A., Szopa, A., Káplár, M. (2022) Attitudes and behaviors regarding online pharmacies in the aftermath of COVID-19 pandemic: At the tipping point towards the new normal. **Front Pharmacol** **13**: 1070473.

Vida, RG., Strauss, LV., Bajtel, Á., Kiss, T., Csupor, D., **Fittler, A.** (2023) Safety and risks of CBD oils purchased online: unveiling uncertain quality and vague health claims. **Front Pharma** **14**: 1273540.

Fittler, M., Rozmer, Z., **Fittler, A.** (2023) Rampant online marketing of teeth whitening products: Evaluation of online information, labelling accuracy and quantitative analysis of high peroxide content gels. **Heliyon** **9**: 19463.